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# FOOD

# INFORMATION CALENDAR

OFFICE OF INFORMATION  
UNITED STATES DEPARTMENT OF AGRICULTURE

CURRENT SERIAL RECORD

★ DEC 20 1943 ★

U.S. DEPARTMENT OF AGRICULTURE

No. 35

December 4, 1943

THIS IS JUST A TRIAL RUN.....thank goodness! Preliminary reports on the FFFF campaign show widely varying degrees of activity in the counties. Using our reports on orders for information materials as a basis, the following summary shows in percentages the number of counties in the states ordering materials:

Maine	6%	Kentucky	4%	Minnesota	10%
New Hampshire	60%	*North Carolina	100%	Iowa	8%
Vermont	50%	South Carolina	4%	Missouri	10%
Massachusetts	21%	Tennessee	2%	**Nebraska	100%
Rhode Island	20%	Georgia	3%	South Dakota	7%
Connecticut	25%	Florida	52%	North Dakota	8%
New York	10%	Alabama	7%	***Arkansas	9%
New Jersey	38%	Mississippi	2%	***Colorado	11%
Pennsylvania	15%	Ohio	26%	***Kansas	8%
Delaware	100%	Michigan	27%	***Louisiana	25%
Maryland	8%	Indiana	20%	***Oklahoma	16%
West Virginia	7%	Illinois	17%	***Texas	11%
Virginia	32%	Wisconsin	14%	***New Mexico	10%

In most of the states the orders were analyzed and only those counties ordering 100 or more copies of any one of the informational aids were included. The others (those ordering less than 100 copies) were omitted on the grounds that such extremely small orders could not indicate a very active participation in the campaign. Please remember that these orders are only one of the indicators of county activity, and that our reports lag considerably behind community activities.

- \* - Break down of county orders from North Carolina was not received here, but the state report shows that every county ordered FFFF material.
- \*\* - Not comparable with other states since the material was mailed by the state FFFF committee to the counties, and not "on request" as in other states.
- \*\*\* - Reports on these states received from Dallas FDA office indicated only the counties ordering materials and did not give quantities.

Reports have not reached Washington from the states omitted.

DON'T GIVE UP THE SHIP BEFORE IT'S LAUNCHED. and don't give it up then! In other words, November should have been the beginning, but don't let it be the end of the FFFF campaign. If you didn't get the campaign started in November, do it soonest possible. This campaign is for the duration, and local activity should be felt throughout the months ahead. Various aspects of this program lend themselves to seasonal emphasis, and will give you ample opportunity to play it up through the whole year.



FOOD FIGHTS FOR FREEDOM

PUH-LEASE ..... we still want reports on local response, and angles or techniques that make interesting reading and suggest ideas for use in other areas.

So- o-o, keep hitting us with stories like this:

IN DENVER, meetings were held in every part of the city and for every kind of organization, including schools, churches, women's clubs, P-TA, trade and labor assemblies and auxiliaries, Boy Scout mothers, Camp Fire guardians, with numerous requests for repeat appearances and for additional educational material. For instance, in one church speakers representing the FFFF program appeared before every circle of the women's society of that church.

EXTENSION SERVICE REPORTS ON FFFF ..... showing activity in the states. In answer to specific inquiries, out of 13 states reporting, 11 showed action on the state level, 2 reported that neighborhood leaders had received information on the campaign, 3 that "face-to-face" contacts were being conducted, 6 that the State Extension Services were preparing supplemental FFFF material, 9 that Extension Editors were supplying press with state-adapted material, and 7 that the Mobilization Guides had reached the county offices. .... Wyoming papers are running full-page displays of the Food Quiz, sponsored by local merchants. Mayors of many towns have issued special proclamations calling attention to the campaign. .... The program is being taken down the line in Mississippi, with plans to train district teams who will cover the state Dec. 6-10, giving details to counties, then from counties to neighborhoods, to farm homes. ... Virginia started "face-to-face" campaign during the week of Nov. 29. ... Tennessee plans to contact every farm family in the state through the Victory Committeemen during Dec., Jan., Feb., and March, giving facts on food, production practices, and conservation and preservation methods. "We will continue this program not only throughout the year but for the duration of the war, and if needs be after the war."

NUTRITION COMMITTEES ACTIVE IN FFFF ..... according to reports received from 21 states. All states reporting show action at the state level, and 17 said "face-to-face" campaigns were being conducted. In answer to a query about the organization of local Food Information Committees, 3 states had named such committees, 12 had used existing groups, and 6 reported either scattered appointments or no information on this. This indicates that for the most part in the States reporting, the work is being carried on through already existing groups, as originally recommended in the FFFF Mobilization Guide. 17 of the 21 states reported that FFFF campaign was statewide, while only 3 showed it reaching only a few areas within the state. .... North Carolina reports that teams, composed of persons representing the greatest possible variety of interests such as production, conservation, nutrition, and education, visited each of the 100 counties. This began Nov. 15, continuing through the week, to push county participation in the program. ... Vermont organized for "face-to-face" contacts as the most effective means of acquainting everyone with the problems. ... Michigan state committee contacted 50 state organizations - professional, social, religious, labor, educational, etc., for cooperation in the program.

MARYLAND ORGANIZES UNDER THE FFFF BANNER .... State committee has been appointed, and sub-committees have been named on production, preservation, "share and play square," and waste prevention. County food committees will have responsibility in planning and pushing the program in their counties.

RUBBER IS THE BOTTLENECK ..... but you can help stretch it.  
..... A Food Information Series piece  
will be out soon analyzing the transportation problem, and setting forth the  
facts on the rubber situation. Farmers are faced with the necessity for con-  
tinuing mainly on a maintenance basis for tires for the third consecutive year.  
This piece will tell for what uses a farmer may establish eligibility for tires,  
and what kind of tires he may be able to get. You also will want the information  
this gives on the transportation situation generally.

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#### NATIONAL FARM AND HOME HOUR

Monday - Dec. 6 - Wallace Kadderly and Joseph W. Kinghorne, Dairy and Poultry  
Branch, FDA, "We Need Balanced Poultry Production."  
Tuesday - Dec. 7 - Eugene C. Auchter, Agricultural Research Administration --  
"Agricultural Research in 1943."  
Wednesday - Dec. 8 - Wallace Kadderly and J. W. Millard, Dir., Office of Materials  
and Facilities, WFA -- "How Much New Farm Machinery?"  
Thursday - Dec. 9 - Ruth Van Deman -- Topic to be announced.  
UNCLE SAM'S FOREST RANGERS  
Friday - Dec. 10 - Secretary of Agriculture, Claude R. Wickard, "Why Agricul-  
ture Must Plan Now for Peace." The Secretary initiates a  
series on post-war agriculture. Other speakers will follow  
on succeeding weeks.

#### CONSUMER TIME

Home budgeting, which provides for money "off the top" of the family income  
for taxes and war bonds, is the theme which CONSUMER TIME will develop on its  
program, Saturday, Dec. 11. Therese Bonney, whose recent photographic book,  
"Europe's Children," shows the effect of invasion and occupation in Europe, will  
be the guest. The give-away will be a folder to help housewives start and keep  
their own home budgets. (12:15 EDT, NBC)

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"RATIONING AND PRICE CONTROL ON THE FARM" .. is the name of a leaflet prepared by  
OPA and is being distributed now.  
Notification copies have gone to vocational agriculture teachers, FSA advisers,  
War Boards, and personnel in other agencies, with bulk mailing to Extension. Re-  
quests for copies should be directed to State Extension Directors.

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IN A WAR CONFERENCE with representatives of the farm building materials makers in  
Chicago, Dec. 10, the industries will be asked to cooperate in the FFFF campaign by  
dovetailing their advertising and educational work into Food Fights for Freedom.

KEYNOTE will be that the nation's ten and a half billion dollar investment in farm  
structures must be kept at top productive efficiency through adequate maintenance  
with the minimum of new construction. (OWI release 1176-44)

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SET-ASIDE FOR OILSEED ..... WFA is requiring processors of oilseeds  
to set aside 20 percent of their January  
production of oilseed meal for distribution to areas named by FDA. In announcing  
the order, FPA requested voluntary cooperation of oilseed processors in making quan-  
tities of protein meal available for directed distribution during December; such  
amounts made available will be credited against the 20 percent setaside required of  
the individual processor during January. (USDA 1173-44)



HATS OFF TO "A" WINNERS ..... In addition to counties named last month, the following counties have been designated for the agricultural "A" award for outstanding farm production. These dates, cities, and speakers have been chosen for the ceremonies:

<u>INDIANA:</u>	Dec. 13 - Grant County (Marion) - (Not announced)
	Dec. 14 - Vigo County (Terre Haute) - (Not announced)
	Dec. 15 - Harrison County (Corydon) - (Not announced)
<u>TEXAS:</u>	Dec. 13 - Cherokee County (Rusk) - Lt. G. W. Smale
	Dec. 16 - Dawson County (Lamesa) - Lt. G. W. Smale
	Dec. 14 - Goryell County (Gatesville) - Capt. R. E. Mernaugh
	Dec. 17 - Wilbarger County (Vernon) - Capt. R. E. Mernaugh
	Dec. 15 - Mason County (Mason) - Maj. P. O. Doss
<u>MISSISSIPPI:</u>	Dec. 18 - Neshoba County (Philadelphia) - Capt. J. A. Boe
	Dec. 20 - Claiborne County (Fort Gibson) - Capt. J. A. Boe
	Jan. 7 - Simpson County (Mendenhall) - Capt. J. A. Boe
<u>WEST VIRGINIA:</u>	Dec. 16 - Barbour County (Philippi) - Maj. J. F. Hudson
	Dec. 17 - Pocahontas County (Marlinton) - Maj. J. F. Hudson
<u>GEORGIA:</u>	Jan. 3 - Early County (Blakely) - Maj. V. W. Hampton
	Jan. 6 - Laurens County (Dublin) - Maj. V. W. Hampton
	Jan. 7 - Sumter County (Americus) - Maj. V. W. Hampton
	Jan. 4 - Gilmer County (Ellijay) - Maj. D. L. McKinnon
	Jan. 5 - Hall County (Gainesville) - Maj. D. L. McKinnon
<u>TENNESSEE:</u>	Jan. 4 - Shelby County (Memphis) - Capt. E. D. Adams
	Jan. 5 - Gibson County (Trenton) - Capt. E. D. Adams
	Jan. 6 - Sumner County (Gallatin) - Capt. G. C. Means
	Jan. 7 - Washington County (Jonesboro) - Capt. J. Caldwell, Jr.
<u>MARYLAND:</u>	Jan. 13 - Worcester County (Snow Hill) - (Not announced)

REMEMBER THAT SURVEY FOR PEACE NEEDS? .... We told you about it 2 weeks ago. If you want to keep in touch with the state-by state findings on the agricultural situation, here's a list of the regional committee chairmen on post-war planning who are directing the survey work:

NORTHEAST - W. S. Middaugh, BAE, 217 Center Bldg., Upper Darby, Penna.  
 APPALACHIAN - R. E. McArdle, Forest Service, P.O. Box 252, Asheville, N. Car.  
 SOUTHEAST - T. S. Buie, SCS, Spartanburg, S. Car.  
 NORTH CENTRAL - Gladwin E. Young, BAE, 623 N. Second St., Milwaukee, Wisc.  
 GREAT PLAINS - Elmer Starch, BAE, Rudge & Gunzel Bldg., Lincoln, Nebr.  
 SOUTH CENTRAL - E. R. Henson, BAE, 614 New Donaghey Bldg., Little Rock, Ark.  
 SOUTHWEST INTERMOUNTAIN - C. Luker, SCS, Box 348, Albuquerque, N. Mex.  
 PACIFIC NORTHWEST - Stephen N. Wyckoff, Forest Service, U. S. Court House, Portland, Ore.  
 CALIFORNIA-NEVADA - S. B. Shaw, Forest Service, 760 Market St., San Francisco, Calif.

YOUR DRAFT BOARD WILL GET YOU IF ..... you don't watch out! War Board Memo. No. 457 warns farm workers who take temporary work in town not to forget to notify their local Selective Service Boards. Workers need temporary releases from their draft boards to avoid being reclassified immediately 1-A. Details for procedure in WB Memo. No. 457, dated Nov. 30.